



The Math Behind Membership:

Data-driven insights on building a revenue-generating membership program

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Founder & Host, Money

For the Rest of Us

Agenda

- **Who are we?**
- **What is membership?**
- **Membership insights from Glow**
- **Lessons learned from Money For the Rest of Us**
- **Q&A**



Outline:



Amira Valliani

Co-Founder & CEO: Glow

Glow is a platform purpose-built for podcast membership programs.



David Stein

Founder & Host:
Money For the Rest of Us

Money For the Rest of Us is a Top 20 podcast in iTunes on investing.



Membership is when your listener takes the active step of joining your community



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- **May or may not have a price**
- **One-time or recurring payment**
- **Benefits vary, and are often fluid**

Examples of benefits:

- **Listener support only**
- **Extra content**
- **Special access to merchandise**
- **Newsletters**
- **Meetups**
- **Community discussion forums**



**Glow is a platform
purpose-built for
creating podcast
membership programs**



Top 3 Questions:

1

How much
can I make?

2

How much
should I charge?

3

How do I grow my
membership?

How much can I make?



1.

Membership insights from Glow customers

1-5%

AVERAGE LISTENER
CONVERSION TO
MEMBERS

24

AVERAGE
SUBSCRIPTION
LENGTH (MONTHS)

\$3 - \$30

MONTHLY
MEMBERSHIP
PRICE RANGE

\$75.12

AVERAGE ANNUAL
REVENUE PER
MEMBER



Consistent hosts convert 1-5% of audience members on average

Average Conversion Rates from Free Podcast to Membership



EXAMPLES

Ad-free Content

EXAMPLES

Regular Bonus Episodes

Listener Support

Community Access

EXAMPLES

Regular Premium Content

Paywalling Regular Content

Consistent Calls To Action

Small, Tight Communities



Podcasters of all shapes and sizes find success with membership

\$126,000

Daily motivational coaching

\$20,000

Weekly show about Gratitude & Community

\$40,000

Biweekly Tech Industry News Analysis

Annual membership revenue from a range of podcasts



The key to every successful membership program:

“

**It works because
people have a problem
they want to solve.”**

**How much
should I
charge?**



2.

Pricing varies widely based on the type of content and membership offering

Range of Per-Month Pricing on Glow

\$3

per month



\$5-10

per month

MOST COMMON



\$30

per month

EXAMPLES

Ad-free Content

EXAMPLES

Regular Bonus Episodes

Listener Support

Special Access to Merchandise

EXAMPLES

Personal Finance

Morning Motivation



Price based on comparables, not based on what other podcasts charge

CONTENT TYPE		COMPARABLE
Narrative Fiction	→	Audiobooks
Wellness Coaching	→	Fitness & Meditation Classes
Industry-Specific Analysis	→	Trade Magazine & Newsletters



**How do I
grow my
membership?**



3.

**Use discounting to
drive volume, and
FOMO to drive growth**

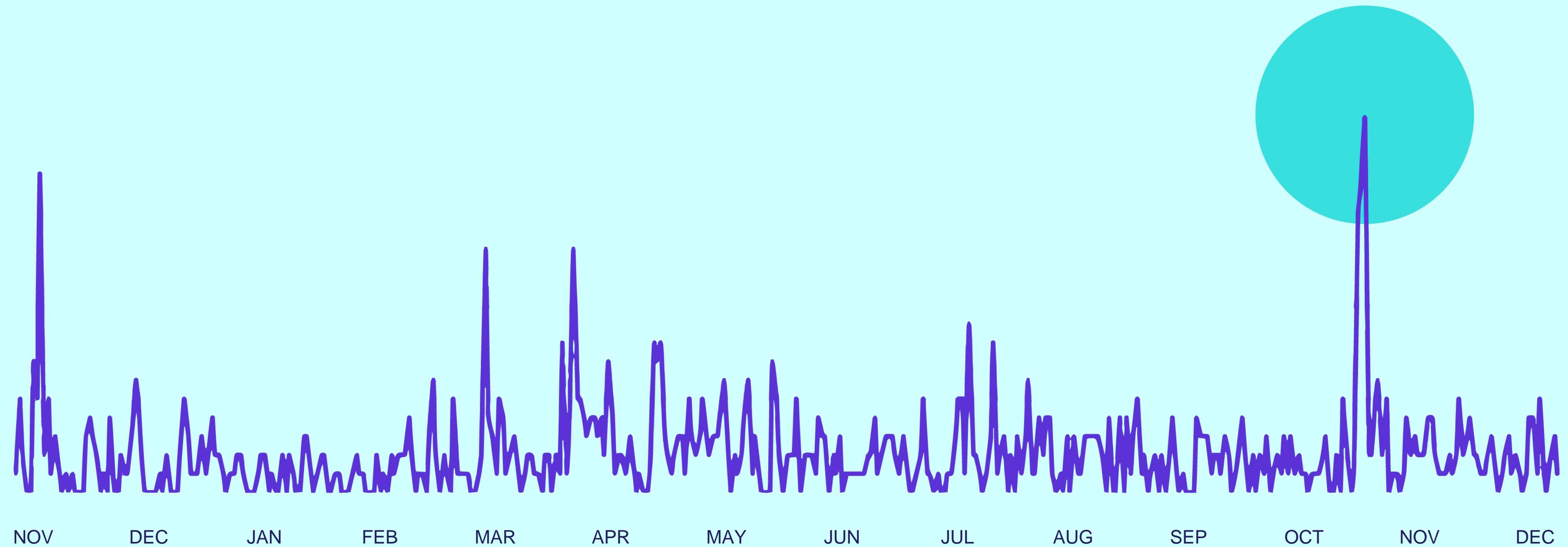


Example:
**Discounting
Drives Volume**

20%

Listeners who opt to
pay up front for a
discounted annual
membership

Example: FOMO drives growth



Paid subscription sign-ups spiked on days when this podcast shared bonus episode previews on their regular feed



Deep dive: Money For the Rest of Us



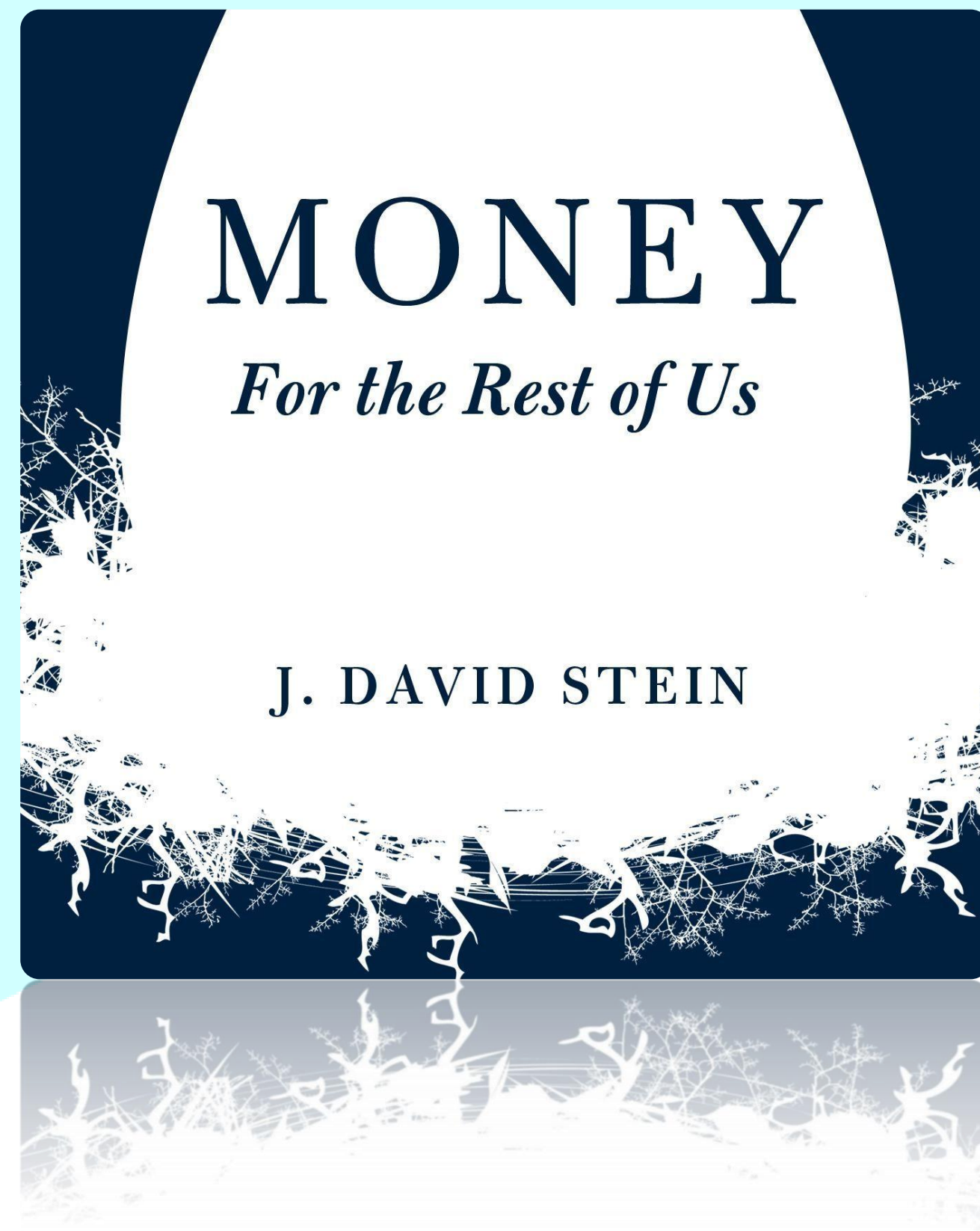
David Stein

Founder & Host:

Money For the Rest of Us



Money For the Rest of Us Plus



- **Weekly free podcast with advertising**
- **Launched membership 5 years ago**
- **\$300/year or \$30/month**
- **Membership includes:**
 - **Weekly Premium Episodes**
 - **Ad-free Version of Regular Podcast**
 - **Market Conditions Report**
 - **Member Forum**
 - **Model Portfolios**



How much can I make?



1.

Money For the Rest of Us Plus Economics

1008

TOTAL NUMBER OF MEMBERS

2.5%

CONVERSION RATE FROM FREE SHOW

22

AVERAGE SUBSCRIPTION LENGTH (MONTHS)

\$233

AVERAGE ANNUAL PRICE

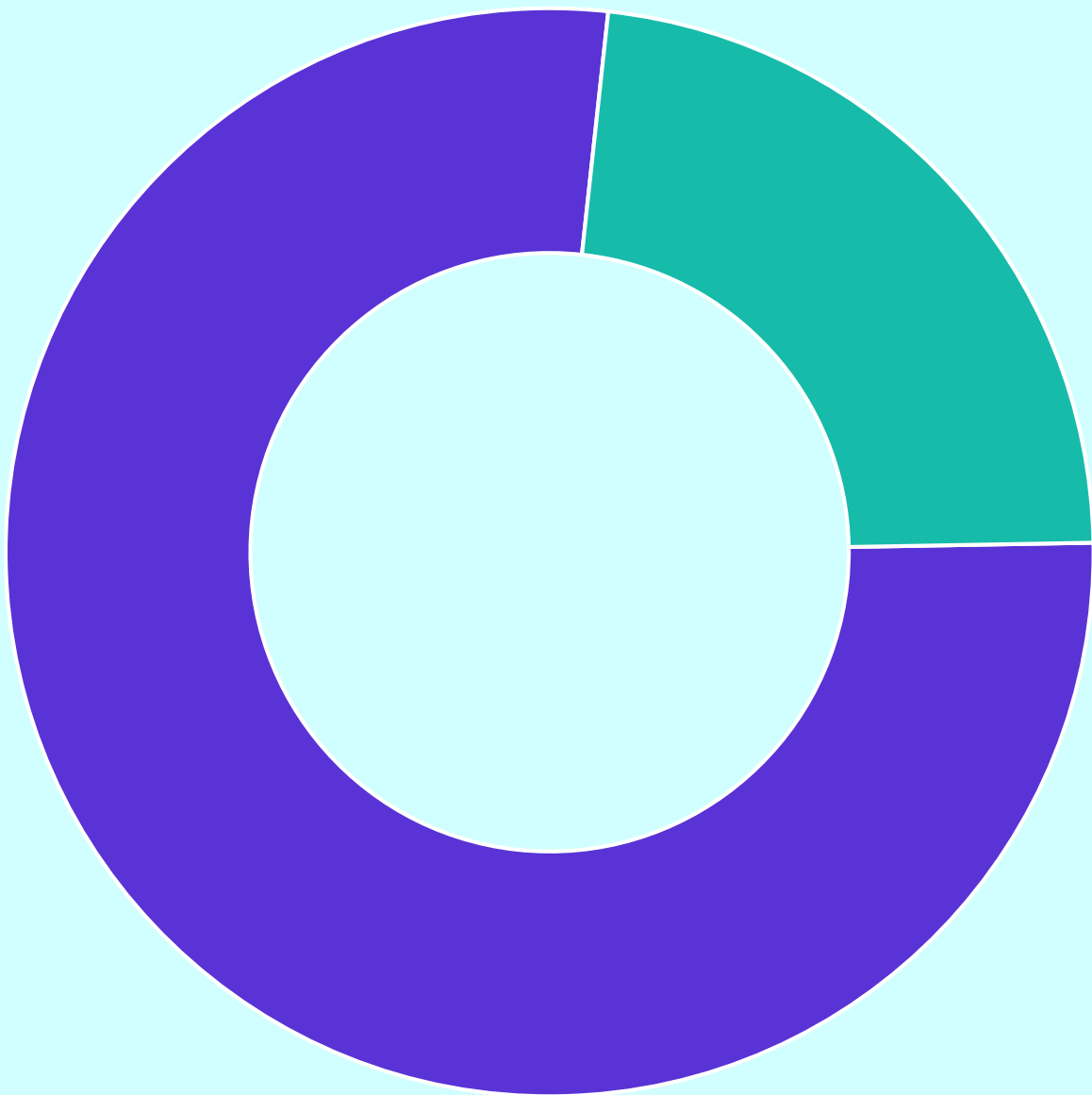
\$430

MEMBER LIFETIME VALUE



Money For the Rest of Us makes 3x more through membership than advertising

77%
Membership



23%
Advertising

2019 Revenue Drivers



**How much
should I
charge?**



2.

Money is cheaper than many trade publications, and far more affordable than personal advisors

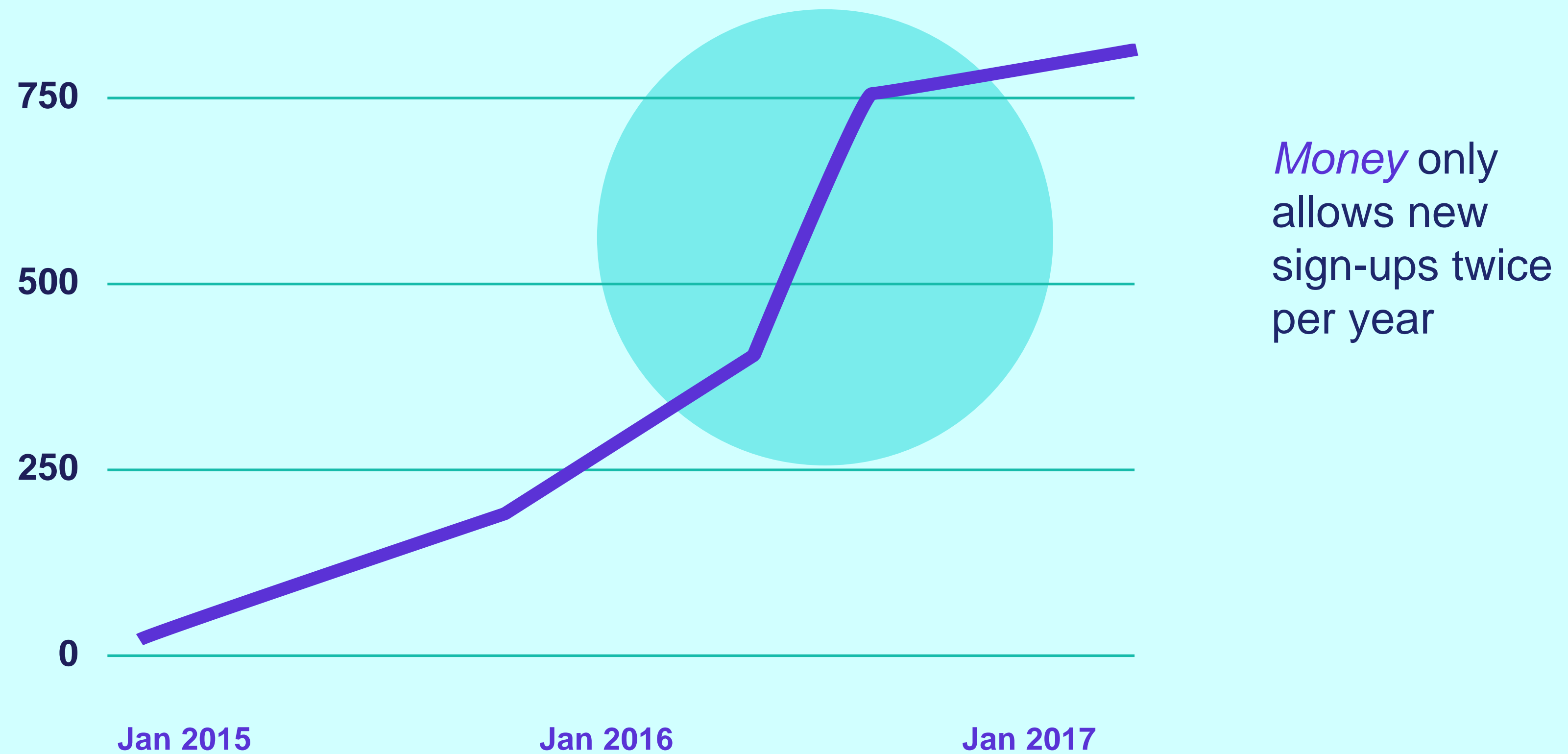


**How do I
grow my
membership?**



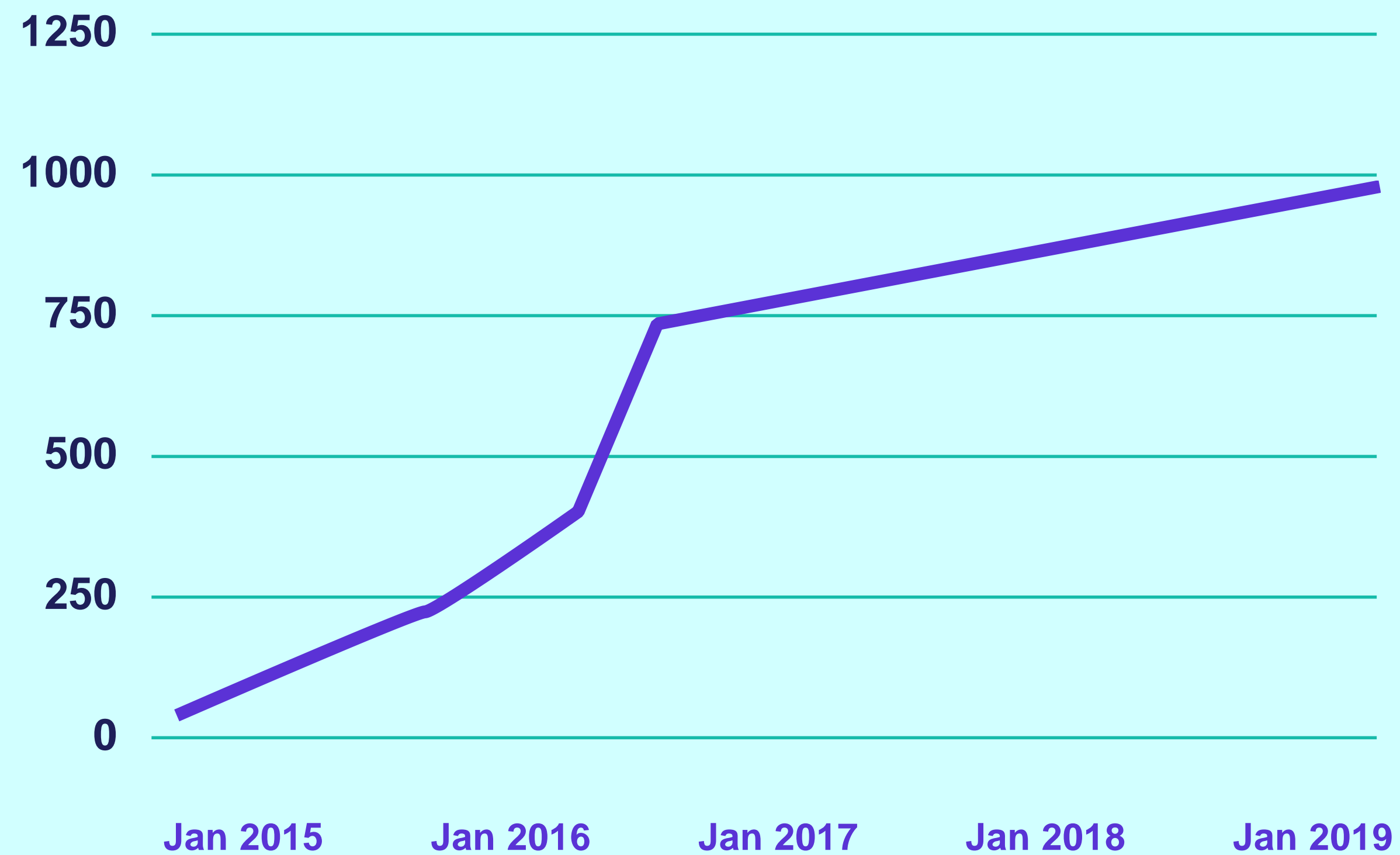
3.

Money used waitlisting to grow 90 percent in 3 months



It's going to take time. Stay consistent.

Membership growth since launch



Ready to get started?

Create an account at glow.fm

Email hello@glow.fm with questions